

WHAT IS CLAIMED IS:

1. An air freshening composition comprising a thermoplastic, semi-permeable polymeric gel having a fragrance material incorporated therein, the composition being formulated for application to a filter in an HVAC system to provide an air freshening scent to air passing through the filter by dispersing scented, volatile components into the air over a predetermined period of time.
2. The air freshening composition of claim 1 wherein the polymeric gel contains about 1 weight percent to about 30 weight percent of a polymeric gelling agent.
3. The air freshening composition of claim 2 wherein the polymeric gelling agent is selected from the group consisting of hydrogenated styrene/isoprene copolymers; volatile silicones; polyacrylic acids and mixtures thereof.
4. The air freshening composition of claim 3 wherein the volatile silicone is dimethicone.
5. The air freshening composition of claim 3 wherein the polymeric gel contains about 0.1 weight percent to 70 weight percent of the fragrance material.
6. The air freshening composition of claim 5 containing about 0-0.1 weight percent of an aversive agent and about 0 to 50 weight percent of a surfactant.
7. The air freshening composition of claim 1 containing about 0-50 weight percent of a co-solvent.

8. The air freshening composition of claim 7 wherein the co-solvent is selected from the group consisting of diethyl phthalate; triethyl acetate, dipropylene glycol, ethyl alcohol, benzyl benzoate, dioctyl adipate and mixtures thereof.
9. The air freshening composition of claim 8 containing about 0-5 weight percent of a material selected from the group consisting of color agents, glitter and mixtures thereof.
10. The air freshener according to claim 1, in which the viscosity of the gel is in a range of about 2,000 centipoise to about 500,000 centipoise over a temperature range of about 40°F to about 150 °F.
11. The air freshening composition of claim 1 wherein the predetermined period of time ranges from about one day to several months.
12. A process for scenting air in a forced air HVAC system including a mechanical source for circulating ambient air comprising:
 - a) providing a filter member including an air permeable filter medium;
 - b) applying a scented thermoplastic, semi-permeable polymeric gel composition directly onto a face of the permeable filter medium; and
 - c) positioning the filter member having the gel composition applied on the face of the filter medium on in an HVAC system so that the ambient air circulated by the mechanical source contacts the gel composition on the permeable filter medium and disperses scented,

volatile components from the gel composition into the circulating ambient air.

13. The process of claim 11 wherein the filter medium has an upstream facing surface and a downstream facing surface with the ambient air circulating in the HVAC system passing through the filter medium in a direction from the upstream facing surface of the filter medium to the downstream facing surface and the semi-permeable gel composition is applied to the downstream facing surface of the filter.
14. The process of claim 12 wherein the semi-permeable gel composition contains about 1 weight percent to about 30 weight percent of a polymeric gelling agent.
15. The process of claim 13 wherein the polymeric gelling agent is selected from the group consisting of hydrogenated styrene/isoprene copolymers; volatile silicones; polyacrylic acids and mixtures thereof.
16. The process of claim 15 wherein the volatile silicone is dimethicone.
17. The process of claim 12 wherein the polymeric gel contains about 0.1 weight percent to 70 weight percent of the fragrance material.
18. The process of claim 12 wherein the polymeric gel contains about 0-0.1 weight percent of an aversive agent and about 0 to 50 weight percent of a surfactant.

19. The process of claim 12 wherein the polymeric gel contains about 0-50 weight percent of a co-solvent.
20. The process of claim 19 wherein the co-solvent is selected from the group consisting of diethyl phthalate; triethyl acetate, dipropylene glycol, ethyl alcohol, benzyl benzoate, dioctyl adipate and mixtures thereof.
21. The process of claim 12 wherein the polymeric gel contains about 0-5 weight percent of a coloring agent
22. The process of claim 12 wherein the viscosity of the polymeric gel is in a range of about 2,000 centipoise to about 500,000 centipoise over a temperature range of about 40°F to about 150 °F.
23. A device for scenting air in a forced air HVAC system including a mechanical source of air flow for circulating ambient air through the system comprising:
a filter supported in a frame within the HVAC system including an air permeable filter medium having an upstream facing surface and a downstream facing surface with the ambient air circulating in the system passing through the filter medium in a direction from the upstream facing surface of the filter medium to the downstream facing surface; and
a scented gel composition applied on the downstream facing surface of the filter medium whereby the circulating air initially contacts the scented gel composition after the circulating air has passed through the filter medium and the air passes through the gel composition to scent the air circulating in the system downstream of the filter.

24. The device of claim 21 wherein the scented gel composition comprises a thermoplastic, semi-permeable polymeric gel having a fragrance material incorporated therein, the composition being formulated for application to a filter in an HVAC system to provide an air freshening scent to air passing through the filter by dispersing scented, volatile components into the air over a predetermined period of time.
25. The device of claim 22 wherein the polymeric gel composition contains about 1 weight percent to about 30 weight percent of a polymeric gelling agent.
26. The device of claim 23 wherein the polymeric gelling agent is selected from the group consisting of hydrogenated styrene/isoprene copolymers; volatile silicones; polyacrylic acids and mixtures thereof.
27. The device of claim 26 wherein the volatile silicone is dimethicone.
28. The device of claim 22 wherein the polymeric gel contains about 0.1 weight percent to 70 weight percent of the fragrance material.
29. The device of claim 22 wherein the polymeric gel contains about 0-0.1 weight percent of an aversive agent and about 0 to 50 weight percent of a surfactant.
30. The device of claim 22 wherein the polymeric gel contains about 0-50 weight percent of a co-solvent.

31. The device of claim 30 wherein the co-solvent is selected from the group consisting of diethyl phthalate; triethyl acetate, dipropylene glycol, ethyl alcohol, benzyl benzoate, dioctyl adipate and mixtures thereof.
32. The device of claim 22 wherein the polymeric gel contains about 0-5 weight percent of a coloring agent
33. The device of claim 22 wherein the viscosity of the polymeric gel is in a range of about 2,000 centipoise to about 500,000 centipoise over a temperature range of about 40°F to about 150 °F.